GOVERNMENT OF INDIA
CULTURE
LOK SABHA

UNSTARRED QUESTION NO:2449
ANSWERED ON:01.08.2016
Promotion of Artists
Mahajan Smt. Poonam

Will the Minister of CULTURE be pleased to state:

(a) whether the Government is looking to expand its ambit of artists and performers from different regions who can participate in the festivals organized abroad to boost the country''s soft power globally;

(b) if so, the details thereof and the steps being taken to ensure the adequate applications are received from artisans and performers from remote areas of the country;

(c) whether the Government is taking appropriate measures to encourage and increase the number of artisans and performers from the North-East region; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE (I/C) FOR CULTURE AND TOURISM

(DR. MAHESH SHARMA)

(a) Yes, Madam.

(b) To ensure that adequate applications are received from artisans and performers from remote areas of the country, the opportunity available to the artistes and performers are widely published in local dailies and social media platforms. State Governments and various cultural organizations are also involved in this work.

(c) Yes, Madam.

(d) To encourage and increase the number of artisans and performers from the North-East region, North East Zone Cultural Centre (NEZCC), Dimapur, an autonomous organization under Ministry of Culture, is conducting an extensive exercise for identification and registration of artistes and artisans covering all the member states extended to district, sub-divisional, block and village level.